



Social Media Strategy

Prepared for King Estate Winery

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Social Media Overview

King Estate Winery should regularly participate in social media in order to connect with different audiences. Social media is based on building meaningful dialogue and relationships. King Estate can benefit from this by widening their audience of consumers and spreading the word about their growing culinary program.

King Estate's current social media presence consists of a Twitter account and a blog. King Estate blog posts consist of updates about media coverage, information about their wine club, and new recipe announcements. King Estate is a regular tweeter and has formed connections with businesses and private consumers through the social networking site. The winery can further build these relationships as well as create new ones by participating more frequently in social media through blogging and vodcast.

King Estate will make an impression on the vast Internet audience by engaging in social media. Social media provides businesses the opportunity to promote awareness and conversation about what they do. By reaching King Estate's target audiences through social media, King Estate can build an endlessly expansive online community.

Target Audiences

College Students

As graduation approaches, college students have become a compelling audience for King Estate because they seek a fun and tourist-friendly activity when their families are in town. The University of Oregon hosts a semi-diverse student population with ages ranging from 18-25+. Due to the legal drinking age, King Estate should target college students 21 and older. Wine tasting is a great family activity around graduation because it is a time for celebrating; wine complements a celebration wonderfully. In addition, going to the Oregon wine country is a great way for out-of-town visitors of college students to see the countryside in Eugene. Because lunch and/or dinner at a winery can be a out of the price range for most college students, they wait for family to come into town to indulge in a served meal. Graduation is a perfect time for them to visit King Estate. Social media is an extremely effective way to reach college students because they are constantly networking via social media. College students are always on the Internet, connecting and conversing with each other through Facebook, Twitter, Blogging, Skype, MySpace, etc. This is an affective audience for a social media strategy because college students are active participants in online conversation.

Foodies

The vodcasting strategy, which focuses on promoting King Estate's new culinary program, will target foodies as an audience because they are actively engaged in social media and are interested in gourmet food. A foodie is "a person who takes pleasure in the preparation, presentation, and eating of food." Foodies self-differentiate themselves by blogging about food, engaging in conversation via social media about food, visiting new restaurants, experimenting with new recipes and actively microblogging about food. Foodies tend to be adults between the ages of 35-60. Foodies are supporters of fresh ingredients and can therefore be found shopping at farmers markets and gourmet markets, like Market of Choice. This target audience prides themselves on food consumption, research, conversation, preparation, and news. Along with food, foodies tend to have interest in wine, wine tasting, and wineries due to the discussions of food and wine pairing on popular food blogs. Due to their frequent participation in social media, foodies are an influential audience for a social media strategy.

Blog Strategy

King Estate will participate daily in the blogosphere in order to increase current blog traffic by 50% in 6 months.

- ❖ **Active Listening:** King Estate will monitor food and wine blogs as well as recipe blogs. By actively listening in the blogosphere, King Estate Winery will engage in the conversation and learn online interaction techniques within social media and become more comfortable participating in online conversations.
- ❖ **Outreach and Engage:** Through daily blog posts and monitoring of blogs, King Estate Winery will create conversation online about King Estate and increase blog traffic. In addition, the online conversation will bring attention to news about the winery. Crisis communication is very effective through social media because the company's announcement is posted immediately, which is important when dealing with time sensitive issues. King Estate can use the blog to react to negative buzz by listening, acknowledging the problem, and dealing with it in a timely manner.
 - King Estate should consider hiring a public relations practitioner for daily maintenance of the blog. Posting regularly on the blog is important when trying to increase blog traffic. Depending on what is current on the King Estate Calendar, the blogger can switch topics each day (recipes, food focus, wine focus, restaurant news, etc). In order to target college students, the winery will host special events around graduation in order to attract students and their families. The blog will attract them to the events by promoting them in advance and following up afterwards.

- Winery employees should post on the blog as well. Executives can blog about visions for the future, vineyard staff can blog about the process of growing the grapes, tasting room employees can blog about the tasting menu for the day, restaurant chefs can blog about seasonal menu items, etc.

Tactics

- ❖ Search for blogs of interest and those with related content
- ❖ Create a blogroll of favorite college student blogs to stay up to date and get involved in the conversation
- ❖ Purchase keywords through Google to increase tag search optimization
- ❖ Register blog with Google Analytics in order to evaluate increase in traffic to the blog
- ❖ Create King Estate Winery Blog Code of Ethics and comment policy
- ❖ Include a “recent posts” blog feed on King Estate’s website plus a link to the blog
- ❖ Blog posts will be made at least once a week
- ❖ Blog will remain in same format as existing blog, with recent posts feed, twitter feed, tags, and archives on the far right column and posts to the left of that column

Blog Topics

The blog will feature topics ranging from upcoming events to how the weather affects the grape growing process. Rather than solely promoting King Estate products, the blog will seek to encourage conversation in order to persuade people to want to visit the estate. Possible blog post topics: “Weather at the Winery Today,” information about the tasting menu (ask for feedback), “A Day at the Winery” (a first person perspective of a winery tour), media coverage, Wine Tasting 101, etc.

Vodcast Strategy

King Estate Winery will reach out to foodies by vodcasting cooking demonstrations of new recipes at King Estate’s culinary program. Through this inexpensive way to connect with foodies, King Estate will increase awareness of and participation in their culinary program by 50% in 6 months.

- ❖ **Active Listening:** King Estate will research and listen to podcasts and vodcasts related to food and wine. In addition, information discovered from research in the blog strategy will contribute to this strategy. For example, a food blog can provide insight about how one discusses food online. King Estate will become more familiar with their target audience of foodies by researching food and wine vodcasts, podcasts, and blogs.

- ❖ **Outreach and Engage:** King Estate Winery will publish vodcasts to engage in the food and wine conversation within social media. Vodcasts will be available for free download on the King Estate website.
 - Maintaining vodcasts is time consuming, and due to the specified topic, not just anyone can take on this job. In order to stay organized and up to date, King Estate will compile a vodcast schedule of shooting and editing times as well as the assigned chef for each demonstration. King Estate should schedule two vodcasts every month in order to contribute and engage in the conversation about food and wine, as well as spread the word about their growing culinary program and ‘The Restaurant’ (the restaurant at King Estate Winery).

Tactics

- ❖ Research food and wine podcasts and vodcasts
- ❖ Subscribe to favorite podcasts and vodcasts found during research
- ❖ Listen to favorites and participate in the conversation
- ❖ Brainstorm recipes for King Estate vodcasts
- ❖ Assign chef(s) as demonstrators and outsource someone to film vodcasts
- ❖ Create vodcast schedule
- ❖ Start shooting vodcasts
- ❖ Post vodcasts
- ❖ Guide target audience to vodcasts by commenting on their social media network and leading them to the website.

Vodcast Topics

Vodcasts will consist of one cooking demonstration featuring one new recipe. Recipes will include seasonal ingredients and stress on the importance of fresh and organic ingredients. In addition, each recipe will feature a King Estate wine that goes well with the demonstrated meal. Along with a cooking demonstration, vodcasts can include updates concerning King Estate’s culinary program as well as ‘The Restaurant.’

- ❖ Samples of recipes are on King Estate Winery’s existing blog, for example, Signature Recipe: Scallops Aromatique and New American Cuisine Recipe: Salmon Baked on a Fig Leaf with Pinot Gris Beurre Blanc.

Evaluation

To evaluate the effectiveness of both the blog strategy and vodcast strategy, King Estate should register its website and blog with Google Analytics. Google Analytics provides information about blog and website traffic. By analyzing traffic data, King Estate will be

able to evaluate the effectiveness of each strategy by an increase in numbers of visitors as well as an increase in conversation. Google Analytics reports detailed information concerning traffic data including where visitors came from, the amount of time visitors spend on the website and/or blog, and the number of times a vodcast is downloaded. This tool will evaluate effectiveness of the social media strategies by determining whether or not the content has reached an increase in online users. In addition to traffic data, King Estate can gauge the amount of participation on the blog by frequently monitoring questions and comments. Evaluation of strategies will help King Estate gauge how affective a tool like social media is for increasing winery visitors during graduation time as well as increasing awareness of and participation in the culinary program.

Appendices

Name	Site	URL
Smitten Kitchen	Food blog	http://smittenkitchen.com
Douglas Green	Wine blog	http://douglasgreen.wordpress.com/
Seattle Wine Gal	Wine blog	http://barbaraevans.wordpress.com/
Eugene Foodies	Food blog	http://eugenefoodies.com/
Eugene Wine Tour Meetup Group	Meetups	http://wine.meetup.com/737/
The Oregon Wine Blog	Wine blog	http://www.theoregonwineblog.com/
Free Culinary School	Cooking podcasts	http://freeculinaryschool.com/
Food and Wine Blog	Food and wine blog	http://foodandwineblog.com/
Dr. Vino	Wine blog	http://www.drvin.com/
Slow Food Eugene	Local food blog	http://www.slowfoodeugene.org/

Code of Ethics

King Estate Winery’s blog presents this code of ethics to encourage constructive conversation and freedom of expression. In order to for everyone’s voice to be heard, please be aware of and respect our code of ethics.

- ❖ No anonymous comments allowed
- ❖ Be civil
- ❖ Take responsibility for your own words
- ❖ Do not say anything you would not say in person